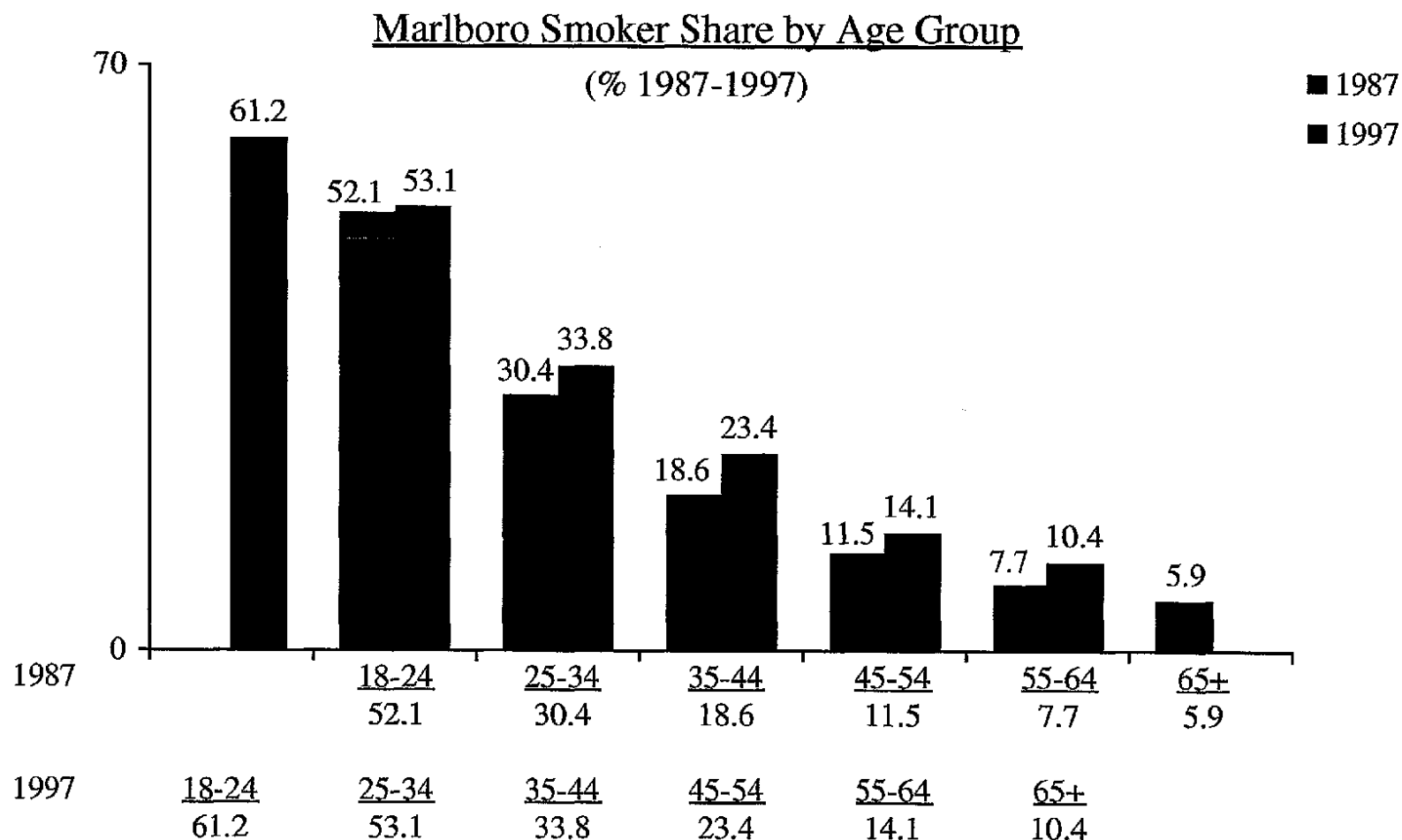


5. Future challenges

b) Position with YAS

Growth is dependent on maintaining our share of YAS (LA-24) as they age. Marlboro retained share in every age group as smokers aged 10 years.



Source: CTS

Story of Growth-RS/NN/dd- 3/31/98 - 65